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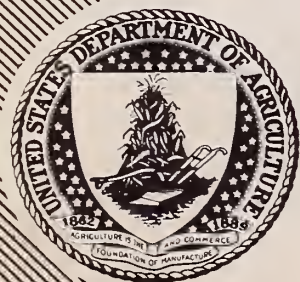
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MARKETING ACTIVITIES

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IN THIS ISSUE:

MOTHBALL CARGO

By M. J. Hudtloff Page 3

(1) Space was short and (2) space was going to waste. Put the two together and you get "Operation Mothball."

ORANGE JUICE -- RIGHT OUT OF THE TAP

By John Harms Page 6

Researchers look at two ways of dispensing reconstituted frozen orange juice--with jug or pitcher and with the mechanical dispenser.

ROUGH RICE MILLING QUALITY NO MYSTERY WITH NEW TEST

By Robert H. Black Page 10

It usually helps to see a product when you determine its quality. The new rice huller uncovers kernels without damaging them.

WIDE AND SELECTIVE DISTRIBUTION PAYS OFF

By V. V. Bowman Page 13

The big city very often is not the best market for fresh fruits and vegetables.

MARKETING BRIEFS Page 15

ABOUT MARKETING Page 18

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MARKETING ACTIVITIES

Vol. 14 No. 6

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Mothball Cargo

By M. J. Hudtloff

In May 1951, the Department completed its emergency and experimental grain storage program in the U. S. Maritime Administration "mothball" fleet at Jones Point, New York, 40 miles up the Hudson River from New York City.

Approximately 18,356,000 bushels of grain, including four cargoes of flaxseed, two of oats, and the rest wheat, were housed in the "mothball" fleet from July 1949 through May 1951. Peak occupancy at any one time reached 12,600,000 bushels. Preliminary cost figures indicate that the operation compared favorably with East Coast commercial storage for grain stored in the ships more than 200 days.

Storage Space Short

In the summer of 1949, the Commodity Credit Corporation was confronted with the problem of finding storage space for grain taken over under the Price Support Program which far exceeded available space in many production areas at that time. At the same time, export program outlets had decreased. This critical situation was met by a storage expansion program including Government purchase of temporary-type grain storage structures, encouragement of commercial grain storage construction, and use of emergency type facilities.

A unique method of housing grain urgently needing storage was worked out in an agreement with the Maritime Administration for use of up to 48 "mothball" Liberty ships at Jones Point.

In July 1949, the first ship of the reserve fleet was towed to New York City and loaded with wheat. When each floating granary was returned to anchorage at Jones Point, another was brought down to be loaded.

The operation was successfully closed out on May 15, 1951 when the last cargo of grain was discharged and exported to meet stepped-up foreign demands for wheat. Commodity Credit Corporation grain holdings on the Hudson also were heavily tapped several months earlier during the box-car shortage which cut the flow of grain from the West to eastern ports.

The ship-stored grain was kept in good condition through continued maintenance practices; all grain was inspected every 15 to 25 days, depending upon the season of the year. Rodent trouble was prevented by thorough fumigation of the ships with hydrocyanic acid gas before loading. This practice eliminated rodents plus all insect life aboard. Grain pilfering was forestalled by the off-shore location of ship-storage. Losses due to unusual causes were less than 100 bushels.

At each inspection for insect infestation and grain condition, temperature readings were taken at three different depths in each of the ships' five holds and temperature charts were maintained for each vessel. Where marked variations in grain temperature were noted--a sign of possible infestation or grain going out of condition--corrective measures were taken immediately and followed by a re-inspection. At the first sign of insect trouble, the grain was fumigated with a mixture of 80 percent carbon tetrachloride and 20 percent carbon disulphide. Five gallons of fumigant for each thousand bushels of wheat produced an effective kill. Over the 2-year storage period, more than half the grain was fumigated.

The reserve-ship storage program produced a considerable amount of data not only with respect to problems involved in ship-type storage, but also on methods of achieving effective fumigation of grain for export.

Prior to "Operation Mothball Cargo," it was the practice in the fumigation of grain aboard ship to apply the fumigant in quantities of 1 to 2 gallons per 1,000 bushels to the limited area of the grain in the hatch opening. This was based on the theory that the fumigant would fan out--like smoke--and envelop all the grain in all areas of the hold. The reserve fleet operation proved this to be a fallacy; instead of fanning out, the fumigant dropped more or less vertically from its point of application.

Inasmuch as facilities were not available in New York harbor to fumigate infested grain while it was being loaded, a minimum head-room of 4 feet was maintained between the surface of the grain and the under side of the deck for fumigation, probing, temperature reading, and other maintenance practices.

Wheat placed in storage during the months of July and August was naturally quite warm--around 80 degrees Fahrenheit. It was noted months later, regardless of outside temperature, that the temperature of wheat in the central mass remained relatively the same. During the winter, the surface grain cooled while the central mass of grain in the ships' holds stayed comparatively warm, sometimes as much as 20 to 30 degrees warmer than surface grain. These temperature differences caused a convection movement of air within the grain mass carrying water vapor from the warmer grain area to the cooler upper layers. When the warm air hit the cool, it condensed into water droplets which caused mold or caking of surface grain in some instances. This condition also exists in all bulk storage of grain, regardless of the type of storage facility. However, temperature changes constitute a lesser problem in the conventional type of grain storage where it is possible to turn or move grain, permitting aeration to remove excess moisture and promote an even temperature. The comparative warmth of the summer-stored grain contributed considerably to the insect problem since there was no way to turn the grain for aeration aboard ship. This difficulty was overcome by use of such maintenance practices as raking the top layers of grain to thoroughly break up surface caking.

Experience gained from the mothball Liberty ships cargo program indicates that grain can be stored in such facilities under favorable conditions. Several shiploads of wheat were stored for as long as 17 months

without showing undue deterioration. We do not anticipate the need for utilizing Liberty Ships for emergency storage in the foreseeable future. But if conditions should again require such storage, it is considered to be practicable under strict operational controls.

REVISIONS IN POULTRY GRADING AND INSPECTION PROGRAM EFFECTIVE JULY 1

Revised regulations covering the grading and inspection of poultry will go into effect July 1, USDA has announced. The new regulations have been reviewed by industry, health, sanitation, and State department of agriculture officials for several weeks.

Here are the major changes in the revisions:

1. In place of the present provisions that permit grading of poultry which has been inspected by non-official inspectors, the new regulations require that only ready-to-cook poultry which has been inspected for condition and wholesomeness by Federal inspectors or by inspectors of any other approved inspection system may be graded for quality.

2. State employees may be used as inspectors; and inspection operations may be conducted on a cooperative Federal-State basis involving the use of lay inspectors as well as veterinary inspectors.

3. All poultry processed as dressed poultry in an official plant must be processed in accordance with the sanitary requirements of the regulations, and dressed poultry originating in non-official plants may not be brought into official plants except under certain prescribed conditions where effective segregation of the products can be maintained, and where no further processing of such dressed poultry is carried on in the official plant.

4. All poultry eviscerated in an official plant operating under inspection service must be processed in a sanitary manner, and evisceration of poultry without inspection for wholesomeness will be permitted only under certain prescribed conditions which require that an inspector or governmentally employed grader be on duty at all times when plant operations are carried on for the purpose of adequately segregating inspected and uninspected products, of maintaining control of official inspection marks and grading marks, and of supervising sanitation in the official plant.

5. In plants using the grading service, a majority of the graders' time must be spent each month in grading poultry for quality on the basis of U. S. standards.

Other changes made in the revised regulations included clarification of the sanitary provisions, and an increase from \$3 to \$3.60 in the hourly rate for grading and inspection service on a fee basis.

Orange Juice — Right Out of the Tap

By John Harms

About 6 years ago reconstituted frozen concentrated orange juice was introduced to consumers across local snack bars and drug counters. The juice was served out of jugs or pitchers usually kept in a "chill cabinet." When a customer ordered a glass of reconstituted juice, he generally had to wait until the waitress took the pitcher out of the cooler, stirred the juice, filled the glass, and returned the pitcher to the chill cabinet. As a result, customers rarely got a drink of constant quality. And all too often the service was slow and wasteful.

Despite the primitive method of serving reconstituted frozen orange juice, snack bar sales soared along with those of other retail outlets. The young frozen orange juice industry grew up fast from initial production of 226,000 gallons of frozen concentrate during the 1945-46 Florida orange season, to approximately 21,647,000 gallons in the Florida production season of 1949-50. Last year processors of frozen concentrate used about 30 percent of the total harvest of fresh oranges in Florida. In the 6 years since the frozen concentrate was introduced it has become one of the principal frozen food items produced in the United States.

Prodigy

With this prodigy on its hands, the citrus industry was concerned about meeting more efficiently the increasing demand at snack bars. New merchandising techniques were needed to help attain the highest degree of sales volume for the product.

The industry had an idea that a sanitary, economical operation probably could be performed at snack bars and drug store counter fountains with a mechanical and refrigerated dispenser. But the industry's specifications were exacting. The best dispenser for orange juice, industry men thought, would have to be equipped with an agitator to insure proper and constant distribution of insoluble solids; a faucet with the proper valve function to prevent the clogging of insoluble solids which could become a bed for bacteria growth; and must have the ability, of course, to hold an even, low temperature to protect nutritive values, color, and flavor. It would have to be relatively inexpensive, and to be constructed in such a way as to meet State and local sanitary regulations. As for size, it should be large enough for efficient operation, but small enough not only to stay within its dollar-sales potential, but also to assure consumers a freshly prepared and tasty product at all times. And finally, to stimulate "impulse buying," the machine should be designed attractively and colorfully for strong "eye appeal."

The Production and Marketing Administration of the Department of Agriculture set out to find some of the answers in the winter of 1950. The PMA study, made with funds allotted under the Research and Marketing Act, was specifically designed to determine how mechanical counter-type machines for dispensing reconstituted 3-plus-1 (three parts water to one part juice) frozen orange concentrate affect the sales volume and the preservation of the natural qualities of the product, and how to improve the operation of the units.

PMA research men conducted the study with various types of faucet dispensers, loaned by manufacturers, and the conventional jug dispenser in six drug store fountains in Richmond, Va., and six in Washington, D.C. The study ran through the 6-month period from December 1, 1949, through May 31, 1950.

The results of the study showed that sales of orange juice in the test stores averaged about 18 percent greater from mechanical dispensers than from jugs. They also were greater than jug sales during the corresponding period a year earlier, despite some decline in over-all fountain sales. The study also showed that an increase or decrease in total fountain sales for a particular store did not necessarily mean a proportionate change in orange juice sales.

Fountain Managers' Preference

Fountain managers in the 12 stores, according to periodic interviews and questionnaires, unanimously favored the mechanical dispensers over the jug method. The proved efficiency of mechanical faucet dispensers over jugs, they said, resulted in improved service and reduction in waste. Mechanical dispensers were "much faster" than jug service, they said, making it possible to serve more customers during rush hour. They attributed the improved service mainly to the fact that the mechanical dispensers did away with the need for shaking and handling of jugs before serving. Service was further improved, the survey showed, by the stationary location of the dispenser on the counter, contrasted with movable jugs, generally housed in chill cabinets. The stationary dispenser needed only hand pressure on the faucet handle, while the jug required handling and carrying. They also liked the mechanical dispensers better because they are more accessible to all employees and provide an even flow of juice compared with the irregular flow from jug-type dispensers. Mechanical dispensers' "eye appeal," most of the fountain managers found, boosted sales through impulse buying.

Careful handling and regular cleaning of dispensers are essential for maintaining the natural qualities of the product. The most favorable temperature within the dispensers, to retard bacteria growth and loss of vitamin C, was found to be about 38 degrees Fahrenheit. Reconstituted frozen concentrated orange juice was found to lose quality rather rapidly after 2 days. To protect the consumer from an inferior product, the tests showed juice should not be left in the dispenser longer than that period.

Research men found that ordinary good housekeeping practices in the care of juice dispensers will assure the customer a high-quality drink, and the snack bar a satisfied customer. They suggest that the dispensers be cleaned thoroughly at least once a day. This cleaning would involve stripping down the machines and separate cleaning of each part that comes in contact with the juice. Particular attention should be given to the faucet and faucet openings; there is a tendency for the pulp content of the juice to collect in these parts.

After the parts are put back together, tap water no hotter than 180 degrees Fahrenheit should be flushed through the machine. Before the dispenser is filled with juice, a cold tap water rinse should be made to help reduce the temperature of the dispenser before the juice is poured into it. In addition to daily cleaning, periodic flushings with a sterilizing solution, such as a quaternary ammonium compound, are recommended. This should be done at least twice a week. If repairs are made to the machine, it should be sterilized before it is put back into operation.

Experience of distributors of frozen concentrated orange juice and observations made during the tests emphasize several good housekeeping practices pointing to maintaining high quality. The concentrated product should be kept in a freezer at from -10 degrees to zero degrees Fahrenheit. If the can is defrosted, it should be placed in a chill cabinet where a temperature of 40 degrees prevails. The product should be used as soon as possible after defrosting. Re-freezing tends to break the flavor and may cause separation of insoluble solids.

Thawing the Concentrate

To thaw the concentrate, its container should be held under cold tap water, but never under warm water. Sterilized containers should be used for reconstitution and only cold water should be added. This will help to prevent bacterial growth and will shorten the time required for the dispenser to cut the temperature of the reconstituted juice.

Juice remaining in the dispenser at the close of the day should be removed from the machine and stored in jugs in the cooler. This should be done, the researchers say, because there always is danger of refrigeration failure in dispensers. Such failure would result in the loss of vitamin C, color and flavor, growth of bacteria, and an increase in enzymatic action. Leftover juice should be served first the following morning from the jug and not put back into the machine.

Glasses in which juice is served should be allowed to cool after being washed and sterilized. Hot or warm glasses tend to raise the temperature of the chilled juice above the level of palatability.

It is not advisable to place dispensers in non-ventilated areas since heat produced by refrigerating units must be allowed to escape if the machines are to attain the highest degree of efficiency in holding the required low temperature. Fountain personnel should make periodic temperature checks of juice samples drawn from dispensers for assurance of proper refrigeration. Juice once drawn, regardless of the reason, should not be returned to dispensers.

Since the completion of the research project, the use of mechanical dispensers has extended to several additional types of outlets such as hotels, cafeterias, and ships and passenger trains.

A copy of the report on this study, "Merchandising Reconstituted Frozen Concentrated Orange Juice Through the Use of Mechanical Dispensers," may be obtained from the PMA Office of Information Services, U.S. Department of Agriculture, Washington 25, D. C.

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Defense Notes

Priorities assistance extended to farm equipment manufacturers for June production now has been extended by the National Production Authority through September under Order M-55A. The new order is intended to permit manufacturers to plan production schedules and place orders for materials and component parts needed for third quarter production pending full implementation of the Controlled Materials Program. Production is authorized at a level roughly equal to 1949 output for the same period.

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Agricultural hand tool manufacturers have been assured by NPA that they will receive sufficient steel to meet seasonal farm demands after the Controlled Materials Program is operating. Manufacturers had expressed fear production would be slowed down during the third quarter because of uncertain steel supplies. Meanwhile, shovel, spade, and scoop manufacturers have asked NPA for an order restricting nonessential uses of high-grade lumber, particularly ash, needed to meet requirements for handles for essential tools.

* * *

The Office of Price Stabilization has issued a statement emphasizing that when feed ingredients are sold separately and not as part of manufactured feeds, there is no requirement for a report to OPS on base ceiling prices under SR 7. Increases may be taken on below-parity items such as bran, but only to reflect the actual dollars and cents increase in the cost of such commodities, as provided in Section 11 of GCPR, it was stated. Items not covered by the parity provision, such as salt, may not be sold above ceilings established in the GCPR base period, it was added.

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The Commodity Credit Corporation is making good progress in its efforts to terminate the storage of government-owned grain in former defense facilities, such as Army camps and Air Force hangars. Of a total of 30 such facilities, which the Munitions Board had asked CCC to evacuate, only 10 remain to be cleared. Deadline dates for the evacuation of these facilities range from June 30 to September 30, this year.

Rough Rice Milling Quality

No Mystery With New Test

By Robert H. Black

If grain standards were set up to do only one thing it would be to help eliminate "chance" in commercial handling. Odd isn't it then, that chance should play such an important role in development of the new rice grades?

It happened this way.

About a year ago two rice specialists of the U. S. Department of Agriculture were discussing the core of the rice grading problem: How to tell the real value of grain in the rough. Under the existing marketing system, rough rice standards varied locally and had little value. Rough rice is the grain as it comes from the combine--that is, brown rice kernels tightly sealed up in hulls which are so hard they are later used as abrasives.

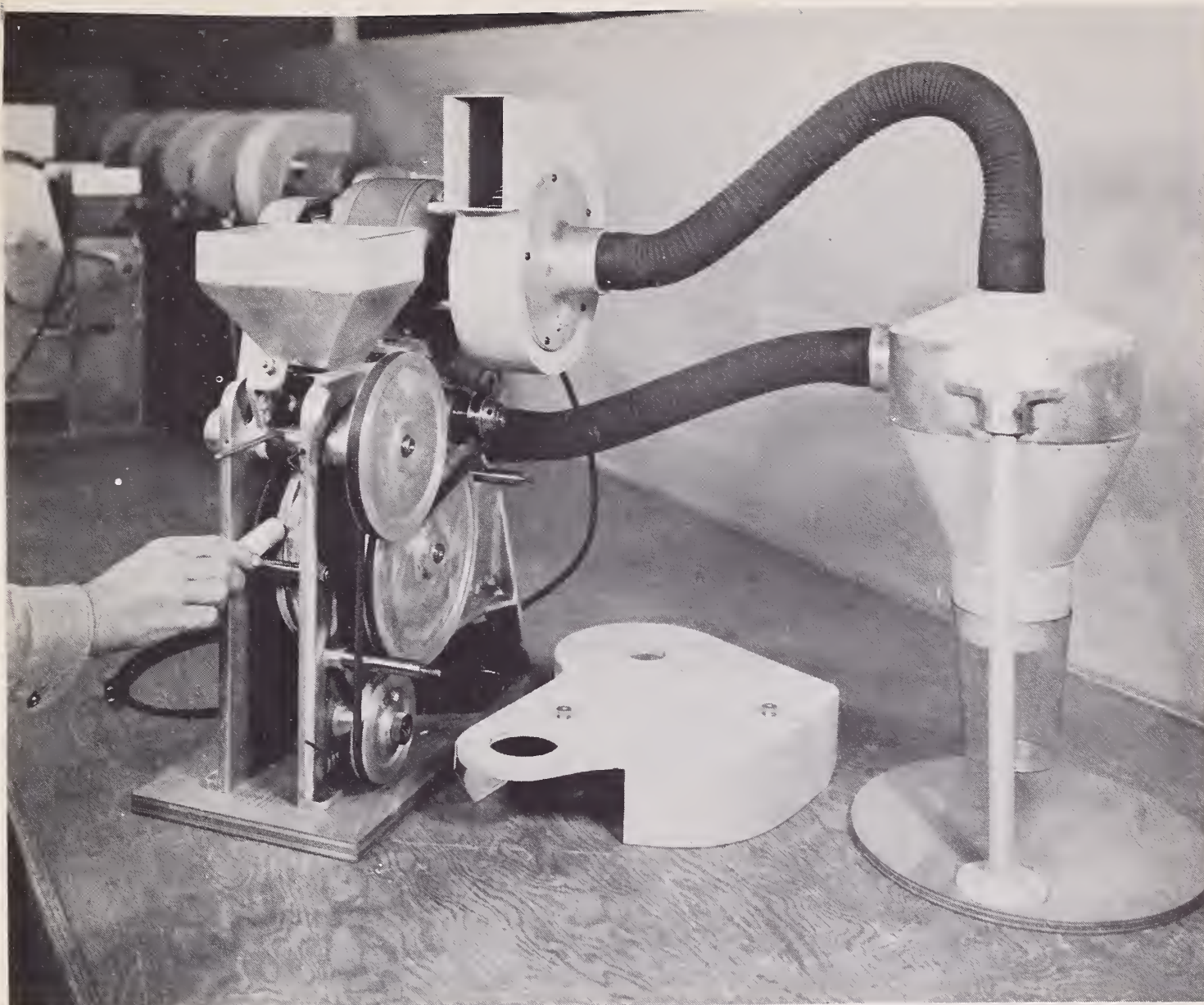
Quality Hidden

These men were well aware of the fact that before rice quality could be determined, those kernels had to be hulled--laid out in the open where their shape and color was apparent, and where their checks and breaks were unconcealed. Much of the experts' concern, therefore, centered about the problem of shelling.

With conventional hullers, rice could not be shelled without damage to the kernels, a vital factor in determining grade. The problem was to shell the rice in such a manner that the good qualities of the rice as well as the defects would be readily apparent. That's what had the two specialists worried.

Between them on the table lay blueprints of hullers--and some grains of rough rice. One of the men, Bill Smith, who is in charge of the Grain Branch office at New Orleans and who also directs the rice inspection work in the South, was idly toying with a kernel of the grain with his pencil eraser. The other specialist was Walter McCrea, Jr., who later did much of the work on the new method of grading rice. Absently, Smith applied a little pressure and the brown rice snapped out of its hull. Less absently, he did it again and again until all the kernels were freed.

The story moves quickly from there. An old hand-powered clothes wringer, long discarded, was substituted for the rubber eraser and the table top. Smith admits now that the clothes wringer never shelled much



The electric sheller.

rice but the trail was hot. He found that gearing the rollers to different speeds came closest to the twist that dislodged the kernels under the eraser pressure.

The next step is history too--finding an engineer who could reproduce the two-speed rubbing effect in a commercial machine. The engineer furnished some more ideas and the end result was a compact, electrically operated sheller that turns field run rough rice into brown rice quickly and without damage to the kernels. This machine is the key to the revised standards which are now based on the idea that rough rice anywhere, any time, ought to be worth what it will turn out in milled rice and its by-products.

With the new sheller a small sample of any newly harvested lot of rough rice can be shelled quickly for a quality test and then given a grade. For any given lot the new standards are applied on the basis of quantity of milled rice as well as quality. Yield tests are made possible through the use of a dockage tester and miller used in conjunction with the new sheller.

The sequence for making a complete test of rough rice quality is this: a sample of 1,000 grams (a little more than a quart) of the rough rice is first run through the dockage tester to separate the weed seeds, trash and light kernels from the sound rough rice.

The rough rice is now put through the sheller, which removes the hulls. In the milling process which follows, the brown rice is stripped of its bran and germ and the result is milled rice, and its byproducts, bran and polish. Yield and quality and condition of the milled rice are the principal determinants of grade of the lot of rough rice in question. The entire test can be completed in less than 10 minutes.

Will Shell Damp Rice

In developing the sheller for rice, in a project financed under authority of the Research and Marketing Act, Smith and McCrea have accomplished more than they set out to do. Their objective was a machine that could be used effectively in grading rough rice but they have found that the sheller will remove the hulls from damp and wet rough rice as well as from dry rice. This means that the sheller can be used to examine freshly combined rice and this will enable drier operators to handle their operations more effectively. Different lots can now be examined quickly to ascertain if they can be put together to form larger drying lots.

The sheller is also being used in the inspection and examination of seed rice. When the hulls are removed from the rice without breaking the kernels, the quality of the rice can be determined much more definitely and quickly than ever before.

The revised standards, which go into effect July 1, also establish national grades for brown rice and milled rice. Heretofore, separate standards have been in effect for rice produced in the South and rice produced in California. In general the rice standards have been clarified and simplified. While more than 50 percent of the U. S. crop has been graded in recent years, it is expected that more and more handlers will now utilize the revised standards.

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CCC PROGRAM FOR CROP DRIERS EXTENDED

USDA has announced an extension until June 30, 1952, of the program under which the Commodity Credit Corporation offers loans, or guarantees loans made by approved lending agencies, to producers for purchase of new mobile mechanical equipment to dry farm commodities. The original program, begun in October 1949, was scheduled to end June 30, 1951.

The program is part of the Department's plan to develop more adequate on-farm storage facilities. It helps producers to participate in the Department's price-support operations by enabling them to acquire equipment to dry storable farm commodities, especially grains, so as to make the commodities safe for storage and thus eligible for CCC loans. The maximum amount which will be loaned on a single new mobile drier, under the program, will be 75 percent of the delivered cost to producers.

Wide and Selective Distribution Pays Off

By V. V. Bowman

There is usually a fair market for most fruits and vegetables in the big cities, but there is nearly always a better one elsewhere. These smaller and less obvious markets with the better prices are often limited in the volume they can handle, but limited, too, is the number of shippers who have the know-how or organization to ferret them out.

Two recent Research and Marketing Act studies--one on the marketing of Norfolk spinach, kale, and collards, and another on Eastern Shore sweetpotatoes--point this fact up. In both cases, some shippers tended to sell to a few markets, others to many. Those who sold to only a few markets concentrated on the large cities. Those who sold to many markets included smaller cities and towns. And the shippers who sold to many markets averaged higher shipping point returns.

Information, Organization, and Experience

Most growers with a few carloads of fruits or vegetables and most small shippers can arrange for a marketing outlet in one or more large cities. But to know which of many potential markets needs and will pay best for a given product at a given time is an entirely different matter. That requires market information, organization, and experience.

Look at kale. The greens producing area studied comprised the three Virginia counties lying south of Norfolk--Princess Anne, Nansemond, and Norfolk counties. (The producing area on the Eastern Shore of Virginia was not a part of the greens study.) The records of six large shippers were examined--six shippers who together shipped 83 percent of all the kale shipped in that area during the 1948-49 season. These shippers averaged only about 51 cents per bushel at shipping point for whole-plant kale. Two of the six sold to fewer than five destinations and averaged less than 42 cents per bushel. Three sold to 20 to 35 destinations and averaged about 59 cents. Here was a difference of 17 cents--a 40 percent gain, enough to mean the difference between profit and loss.

Although Boston receivers paid above-average prices in every month of the main season--December through March--several smaller markets paid better. In each of these 4 months, returns from sales at other points ranged up to 54 cents per bushel higher at shipping point than returns from sales in Boston. Which points paid these higher prices? In the fall they included Raleigh, Asheville, and Durham in North Carolina and Knoxville, Bristol, and Johnson City in Tennessee. During the winter

months, some New York and New Jersey points in and around New York City paid well.

Ten markets gave monthly shipping point returns ranging from 60 cents to \$1.25 per bushel, compared with the average for all markets of 51 cents. None of these 10 markets exceeded 75,000 in population.

During the 1949 sweetpotato marketing season on the Eastern Shore, prices received by 12 shippers whose records were studied varied almost directly with the number of destinations that each shipper served.

Five shippers who shipped to 5 destinations averaged \$1.75 per bushel for the season. Three shippers averaging 14 destinations received an average of \$1.93 per bushel, and 4 shippers with an average of 24 destinations averaged \$2.04 per bushel.

With sweetpotatoes as with kale, a number of the smaller markets paid the higher prices. The New York City area paid about average, for example, but 21 other points paid prices for the season that were 10 to 50 cents per bushel higher. Among these points were Albany, N.Y.; Portland, Maine; Forty Fort and Wilkes-Barre, Pa.; Rutherford, N. J.; Mansfield and Zanesville, Ohio; Hagerstown, Md.; Bluefield and Wheeling, W. Va.; Lynchburg and Roanoke, Va.; and Washington, D. C.

It should not be concluded that every town or small city is a better market for these products than any large city. Many sales in many smaller cities brought low returns. Even in cities that returned a relatively high figure for the season there were times when the market was low. However, in any given week some markets were well above the average for all markets, and the shipper who had the right information and the connections and facilities that enabled him to act on that information finished the season with a relatively high average price.

Hit or miss shipments to one or a few cities is one kind of marketing. But shippers who are able to select and supply the points where and when produce is really in demand can serve best not only themselves, but producers and consumers as well. To do this requires full utilization of the Federal-State market news services, and frequent rapid communication with prospective markets during the shipping season.

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CHANGE IN LOADING METHOD CUTS CANTALOUPE SHIPPING COSTS

By loading crates of cantaloupes on end in railroad cars instead of lengthwise, the usual way, about a million dollars a year might be saved through reduced breakage, spoilage, refrigeration costs, and other factors, according to a new USDA report. Test shipments show that breakage of crates was reduced two-thirds, and bruising of melons one-half, by the upright method of loading. A copy of the report, "Reduction of Cantaloupe Loss and Damage in Rail Transportation Through Use of the Upright Loading Method," may be obtained from the PMA Office of Information Services, U. S. Department of Agriculture, Washington 25, D. C.

Marketing Briefs

(The Production and Marketing Administration announcements summarized below are more completely covered in press releases which may be obtained on request from the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. by citing the code number given at the end of each item.)

Cotton.--In mid-May, USDA announced an increase of 10 million pounds in the over-all export allocation for all types of SOFT COTTON WASTE for the period April 1-July 31, 1951. This action brought total soft cotton waste allocations for the 4-month period to 27.5 million pounds. (USDA 1215-51)...All 1950-crop loan cotton still under loan on August 1, 1951, will be pooled on that date by the Commodity Credit Corporation for producers' accounts. The loans mature July 31, 1951. The market price of cotton during the year was well above the loan rate for most qualities of cotton. As a result, only a small quantity--8,002 bales--was placed under loan. Through May 17, a total of 4,522 bales had been redeemed, leaving loans outstanding on 3,480 bales. (USDA 1346-51)...USDA has announced that price support loans on 1951-crop cottonseed will be available at \$65.50 per ton for basis grade (100) and that in areas where a purchase program may be necessary, purchases will be made at \$61.50 a ton of basis grade (100) cottonseed. (USDA 1351-51).

Dairy.--Sale of 15 million pounds of Government-owned NONFAT DRY MILK solids to the United National International Children's Emergency Fund for use in school lunch and child feeding programs abroad has been arranged by USDA. The sale will exhaust the Department's older stocks of this product available for human consumption. (USDA 1213-51)...Minor changes in DAIRY grading and inspection regulations have been announced. The hourly rate for grading has been increased from \$3 to \$3.60 to meet increased operating costs; a separate fee schedule has been set up for grading Swiss cheese; and provision has been made for denying grading service under certain conditions involving fraudulent grade labeling practices by users of the service. (USDA 1343-51)...Issuance of a Federal milk marketing order for the Cedar Rapids, Iowa, marketing area has been recommended by USDA. The order must be approved by at least two-thirds of the dairy farmers regularly supplying the market before it can be put into effect. (USDA 1143-51)...Tentative approval has been given by USDA to a proposed Federal milk marketing order for the Detroit, Mich., milk marketing area. This order also must be approved by a majority of the producers regularly supplying the market area. (USDA 1199-51)...Federal orders to regulate the handling of milk in the north Texas and the Wichita Falls, Tex., milk marketing areas have been recommended by USDA. At least two-thirds of the dairy farmers regularly supplying the markets must approve them before they are effective. (USDA 1207-51)...The Federal milk marketing order for Knoxville, Tenn., has been amended to provide an upward adjustment amounting to an annual average of 20 cents per hundredweight in the price differential for Class I milk in the area. The change, effective June 1, was approved by more than two-thirds of

the producers regularly supplying the market. (USDA 1233-51)...Further amendment of the Knoxville order to revise payment provisions by including a base-rating plan for producers who supply that milk marketing area has been recommended by USDA. Final action on the change is dependent upon approval by two-thirds of the producers regularly supplying the market area. (USDA 1335-51)...Several changes designed to improve price relationships with the Chicago market have been proposed by USDA to the Federal milk marketing order for South Bend-LaPorte, Ind. These changes also will have to have the approval of two-thirds the producers regularly supplying the market before they can become effective. (USDA 1291-51)...A Federal order regulating the handling of milk in the Muskogee, Okla., marketing area has been approved, effective July 1. The order will cover the cities of Muskogee, McAlester, and Tahlequah, all in Oklahoma. (USDA 1312-51)...A public hearing will be held June 25 at Antioch, R. I., to consider a proposed Federal milk marketing order for the Greater Providence marketing area. Before an order can be issued it must be approved by the farmers supplying the marketing area. (USDA 1347-51)

Fruits and Vegetables.--Revision of U. S. standards for grades for APPLES has been proposed by USDA. Principal provisions are: addition of a U. S. Extra Fancy grade; that U. S. Fancy and U. S. No. 1 grade requirements be the same, with the exception of stricter color and russeting requirements for U. S. Fancy; that "U. S. Commercial" be changed to "U.S. No. 1 Cookers"; and that the U. S. Utility Early grade be deleted. (USDA 1165-51)...Revised U. S. Standards for grades of Sulfured CHERRIES have been announced to become effective June 12, 1951. The new standards are applicable to pitted and unpitted sulfured cherries packed in all producing areas, and include a new style consisting of pitted cherries with stems. (USDA 1164-51)...U. S. Standards for California and Arizona ORANGES have been revised, effective June 12, 1951. The changes liberalize the scoring of scale as a grade defect in U. S. No. 1 and U.S. No. 2 grades, and permit navel oranges to be only fairly well colored when destined for export and when certified as meeting standards for export. (USDA 1166-51)...U. S. Standards for grades of SWEETPOTATOES for canning, and sweetpotatoes for dicing and pulping have been established for the first time. Announced May 9, the standards cover both U. S. No. 1 and U.S. No. 2 grades. (USDA 1167-51)...Members and alternates of the Idaho-Eastern Oregon Potato Committee for the period June 1, 1951 to May 31, 1952, have been named. (USDA 1195-51)...Members and alternates for the Maine Potato Committee have been named for the period July 1, 1951-June 30, 1952. (USDA 1344-51)...Members and alternates for the Colorado Potato Area Committee have been named for the period June 1, 1951-May 31, 1952. (USDA 1239-51)...Shipper and grower members and alternates, who will serve during the 1951 season on the control committee established under the marketing agreement regulating the handling of fresh Bartlett pears, plums, and Elberta peaches grown in California, have been named. (USDA 1241-51)...Producer and shipper members and alternates for the 1951 season have been named to the administrative committee established under the Utah peach marketing agreement and order. (USDA 1307-51).

Grain.--USDA has increased the support level for 1951-crop GRAIN SORGHUMS from 65 to 75 percent of the January 15, 1951, parity level.

Support at 65 percent of parity was announced on February 8, 1951. The national average support price for 1951-crop grain sorghums grading No. 2 or better will be \$2.17 per hundredweight, with appropriate discounts for other eligible grades, and with adjustments, as determined by the Commodity Credit Corporation, for application to terminal markets and counties. (USDA 1097-51)...Revised United States standards for rough rice, brown rice, and milled rice will go into effect July 1. The principal revision is the development of new standards for rough RICE which provide for grading on the basis of the estimated quantity and quality of milled rice that can be produced from a given lot of rough rice. (USDA 1098-51)...Farmers had put only 49,346,917 bushels of 1950-crop CORN under Commodity Credit Corporation price support through April 1951. This compares with approximately 333,550,000 bushels of 1949-crop corn put under support through April 1950. (USDA 1355-51)...A revised conversion chart for use with the Tag-Heppenstall electric moisture meter in determining the moisture in all Soft Red Winter WHEAT and in White wheat grown in the Eastern areas has been announced by USDA. The chart will be used by licensed grain inspectors and grain inspection supervisors beginning July 1. (USDA 1208-51)...USDA has announced an increase in the permitted moisture content as an eligibility factor in price support for 1951-crop DRY EDIBLE BEANS. The maximum moisture limit has been set at 18 percent instead of the 16 percent specified in the Department's price support announcement of April 23. (USDA 1261-51)...On April 24, USDA announced the addition of 350,000 hundredweight of 1948-crop RED KIDNEY BEANS to the May list of commodities offered for sale for export. (USDA 1276-51).

Poultry.--USDA on May 21 announced an offer of 900,000 pounds of dried eggs for purchase by domestic food manufacturers on an offer-and-acceptance basis. This quantity of dried eggs, acquired during 1950 by CCC under price support operations, is in addition to 1 million pounds currently being offered to domestic buyers on a fixed-price basis (\$1.03 per pound, in carload lots only) on the list of CCC commodities available for sale during May. (USDA 1256-51).

Livestock.--The Federal meat grading service has been extended in line with the requirements of Office of Price Stabilization Distribution Regulation 2, under which meat must be federally graded. The entire grading program in connection with this regulation has been assigned to USDA. All Class I and Class 2 slaughterers must have the meat they produce graded. (Under OPS regulations, Class I slaughterers are federally inspected slaughterers and Class 2 slaughterers are commercial slaughterers not federally inspected.) (USDA 1110-51).

Sugar.--USDA has announced the minimum "fair price" condition under which processor-producers of 1951-crop sugar beets will be eligible for payments under the Sugar Act of 1948. The condition is that prices not less than those provided for in the 1951-crop purchase contract between a processor-producer and a producer shall be used as a basis for settlement for sugar beets purchased from and produced and processed by the processor-producer. A processor-producer is a producer who directly or indirectly is also a processor of sugar beets. (USDA 1113-51).

ABOUT MARKETING

The following address and publications, issued recently, may be obtained upon request. To order, check on this page the publications desired, detach and mail to the Production and Marketing Administration, U. S. Department of Agriculture, Washington 25, D. C.

Address:

Parity Prices of Milk and Butterfat, by H. J. Emery, Program Analysis and Development Divn., at the Nat'l. Creameries Assn. Annual Meeting, Pequot, Minnesota, June 20, 1951.

Publications:

Cotton Lint Cleaning at Gins--An Evaluation From the Standpoint of Cotton Quality and Economic Factors, May 1951. 23 pp. (PMA) (Processed)

Neps in Card Web as Related to Six Elements of Raw Cotton Quality, May 1951. 54 pp. (PMA) (Processed)

Consumer Purchases of Selected Fresh Fruits, Canned and Frozen Juices, and Dried Fruits in April 1951. June 1951. 5 pp. (PMA, cooperating with Bureau of Agricultural Economics) (Processed)

Dairy Price Supports April 1951 - March 1952, May 16, 1951. 4 pp. (PMA) (Processed)

Physical Composition of Fryer Rabbits of Prime, Choice, and Commercial Grades, by O. G. Hankins, R. L. Hiner, G. S. Templeton, and C. E. Kellogg, Bureau of Animal Industry, Agricultural Research Administration. April 1951. 7 pp. (Processed)

The Wholesale Produce Market at Winston-Salem, N. C. May 1951. 28 pp. (PMA in cooperation with North Carolina State College of Agriculture and Engineering) (Processed)

The Central Retail Food Market of Cleveland, Ohio. April 1951. 35 pp. (PMA in cooperation with Ohio State University) (Processed)

Food Buying From Our Markets for School Lunches. 4 pp. (PMA) (Processed)

Soybeans Needed for Defense--1951. March 1951. PA-153 (PMA) (Processed)

Wheat Needed for Defense--1951. March 1951. PA-152 (PMA) (Processed)

Corn Needed for Defense--1951. March 1951. PA-151 (PMA) (Processed)

U.S. Standards for Oranges (California and Arizona), Effective June 12, 1915. Issued May 18, 1951. 12 pp. (PMA) (Processed)

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U. S. Standards for Grades of Canned Lima Beans, Effective May 28, 1951. Issued April 23, 1951. 10 pp. (PMA) (Processed)

U. S. Standards for Grades of Orange Marmalade, Effective June 22, 1951. Issued May 17, 1951. 9 pp. (PMA) (Processed)

U. S. Standards for Grades of Sulfured Cherries, Effective June 12, 1951. Issued May 9, 1951. 10 pp. (PMA) (Processed)

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